

FOR IMMEDIATE RELEASE

June 19, 2009

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**NEW YORK PHILHARMONIC BECOMES FIRST ORCHESTRA WITH  
ITS OWN APPLE IPHONE APPLICATION (APP)**

**New App Gives Viewers Free Access to Concert Listings, Program Notes, and  
Downloads, Along With Extensive Information About the Orchestra**

The New York Philharmonic has become the first orchestra with its own Apple iPhone application (app). Any iPhone or iPod Touch user now can download the app at the iPhone App Store or through iTunes, and have easy access to information about the Philharmonic — all free of charge. The features of the app, which has been developed by InstantEncore.com, include:

- Concert listings
- Links to ticket purchase
- Program notes
- News
- Reviews from newspapers and journals
- Audio clips of upcoming concerts
- New York Philharmonic Podcasts
- Blogs about the Philharmonic
- Access to the Philharmonic's Facebook, MySpace, YouTube, and Twitter pages

For complete information, visit [nyphil.org/iPhone](http://nyphil.org/iPhone) or sign up to become a fan of the New York Philharmonic at [InstantEncore.com](http://InstantEncore.com).

**About InstantEncore.com**

With a classical music-specific search engine, InstantEncore.com is designed to organize everything on the Internet about classical music in a simple, searchable way. InstantEncore.com's classical music site provides tools for the classical music lover, concert presenter, ensemble, artist, composer, and educator to connect with, enhance, and extend the live concert experience.

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New York Philharmonic Has Its Own iPhone App/2

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Programs of the New York Philharmonic are supported, in part, by public funds from the **New York City Department of Cultural Affairs, New York State Council on the Arts, and the National Endowment for the Arts.**

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